



PORT ARTHUR HISTORIC SITE MANAGEMENT AUTHORITY (PAHSMA)

Role Statement NON-EXECUTIVE DIRECTOR

The Port Arthur Historic Site Management Authority (PAHSMA) is responsible for preserving and maintaining one of Australia's most important heritage sites and major tourism destinations being the Port Arthur Historic Site, in addition to managing the Coal Mines Historic Site and the Cascades Female Factory Historic Site in South Hobart.

Our Vision

PAHSMA is globally recognised for excellence in telling the Australian convict story through outstanding conservation and tourism experiences.

Our Purpose

To conserve and enhance the heritage values of our world heritage convict sites and to share the stories of these places and the people connected to them.

Our Values



Unity – we work as one to achieve PAHSMA's Vision and Purpose



People Matter – we acknowledge and show respect to our people – past, present and future



Accountability – we hold ourselves, and each other, accountable for our actions and behaviours



Passion and Pride – we are committed to being world class

As a Government Business Enterprise, PAHSMA operates under the provisions of the following principal Acts:

- *Port Arthur Historic Site Management Authority Act 1987*
- *Government Business Enterprises Act 1995*
- *Historic Cultural Heritage Act 1995*
- *National Parks and Reserve Management Act 2002*
- *State Service Act 2000*

The main functions of the Authority, which are defined in Section 7 of the *Port Arthur Historic Site Management Authority Act 1987*, include to:

- Ensure the preservation and maintenance of the historic site[s] as an example of a major convict settlement and penal institution of the 19th Century;
- Co-ordinate archaeological activities on the site[s];
- Promote an understanding of the historical and archaeological importance of the site[s];
- Promote the site[s] as tourist destinations;
- Use its best endeavours to secure financial assistance by way of grants, sponsorship and other means; and
- Provide adequate facilities for the use of visitors.

Port Arthur Historic Site is an award winning tourism and heritage destination attracting over 350,000 visitors in 2018-19.

Director Profile

As an active member of the Board, the Director will support the Chair to provide strategic direction and effective oversight of management. A key objective of the Board is to encourage management to continuously strive to improve performance, taking into account risk.

The Director will work with the Chair, other Board members and management to ensure that PAHSMA conducts its business and affairs in a manner that is in accordance with best commercial practice, conforms with relevant laws and is consistent with PAHSMA's Ministerial Charter. The challenge for the Board is to build on the current PAHSMA culture and values to grow the business and maintain an excellent customer satisfaction focus.

Through the Chair, open and transparent communication exists between the Board and the relevant Shareholding Ministers and Senior Officers, facilitated by regular business performance reporting.

Attributes required of a Director on the Board

The Board must comprise Directors with an appropriate range of skills, experience, qualifications, expertise and vision to enable it to properly carry out its responsibilities in relation to the oversight of the management of the organisation. The ability to add value and contribute to Board decision-making are essential for all Board members.

Essential Requirements

Demonstrated capability in the following areas:

- corporate governance including sound understanding of a Director's legal duties and responsibilities
- leadership
- the ability to maintain effective professional co-operative working relationships with stakeholders and the broader community
- the ability to contribute to an effective Board and organisational culture
- compliance with legislation, policies and procedures
- business development experience and knowledge
- relevant tourism industry knowledge
- the necessary time, energy and commitment to devote to the role.

Desirable Requirements

Demonstrated ability in one or more of the following areas:

- strategic planning skills
- marketing or public relations
- heritage knowledge
- legal knowledge

- financial management and budgeting
- risk assessment skills
- some formal training in governance related issues, such as MAICD or FAICD or similar.

Personal Qualities

In addition to the abilities and capabilities, the following personal qualities will be considered:

- personal and professional integrity
- sound independent judgement
- sound business acumen
- genuine interest in PAHSMA and its business
- high level interpersonal, teamwork and persuasion skills,
- strong public speaking and presentation skills
- effective business, government and/or community networks
- personal values that align with PAHSMA's organisational values.

Remuneration

Board remuneration is determined in accordance with the Guidelines for Board and Committees issued by the Department of Premier and Cabinet. A Non-Executive Director of PAHSMA is currently remunerated at a rate of \$14,421 per annum, with increases approved by Government from time to time.

Current Board Composition

Name	Position	Appointment Date	Years in Office (at end of term)	Expiry Date of Current Term
Grant O'Brien	Chair	23 Dec 2019	3 years	22 Dec 2022
The Hon Michael Field AC	Deputy Chair	12 Dec 2005	17 years	25 Feb 2022
Ms Kristal Buckley AM	Director	2 Sep 2013	6 years	1 Dec 2021
The Hon Peter McKay	Director	2 Sep 2013	6 years	1 Dec 2021
Ms Roseanne Heyward	Director	26 Feb 2019	3 years	25 Feb 2022
Mr Stephen Large	Director (CEO)	3 Apr 2000	n/a	n/a

State Service Principles

- The State Service Principles (the Principles) are contained in section 7(1) of the *State Service Act 2000*. Section 8 of the Act requires Heads of Agency to uphold, promote and comply with the Principles and section 9(13) of the Act requires employees to behave at all times in a way that upholds the Principles.
- The Principles are a core element of the State Service and represent the minimum responsibilities of officers and employees. The Chair should be familiar with the Principles and must work to ensure the Principles are embedded into the culture of PAHSMA and that the Principles are applied to all PAHSMA decision-making and activities.

Code of Conduct

- The State Service Code of Conduct (the Code) is contained in section 9 of the *State Service Act 2000*. It complements the State Service Principles and requires employees and officers to act appropriately in the course of their duties and to maintain the confidence of the community in the activities of the State Service. The Chief Executive Officer of PAHSMA has legislative authority to investigate an allegation of a breach of the Code and to impose a sanction where a breach has been determined.
- The *State Service Act 2000* and Employment and Ministerial Directions can be found on the State Service Management Office website at http://www.dpac.tas.gov.au/divisions/ssmo/employment_directions

PAHSMA is committed to high standards of performance in relation to Workplace Health and Safety and Diversity Management. The Board are expected to participate in maintaining safe working conditions and practise and promote and uphold the principle of fair and equitable access to employment/promotion, personal development and training and the elimination of workplace harassment and discrimination. The Board Chair and Directors have the duty of “officer” under the *Work Health and Safety Act 2012*. This duty is not transferrable. Officers must exercise “due diligence” which is defined under the Act.

PAHSMA provides a smoke-free working environment and, as such, smoking is prohibited in the workplace including in the grounds and PAHSMA vehicles.

ADDITIONAL NOTES FOR EXECUTIVE SEARCH AGENT

The Board have considered the skill-set of the Board. The PAHSMA Board are requiring a new Board member who can display strength in **Business Development, Marketing and Tourism** as follows:

Specific Requirements for this Position

- Business Development
 - Demonstrated substantial understanding, experience and capacity to lead Business Development discipline
 - The ability to lead the Business Development function within a Board and to work with, encourage and guide the responsible members of the Executive team to deliver agreed outcomes
 - Provide leadership and develop the ability for the Board and Executive team to develop co-ordinated approaches to challenges including accommodation solutions, product and event development
 - Driving Retail and Hospitality co-ordination, alignment and commercial outcomes.
 - ability to further develop key networks to enhance PAHSMA’s profile and to promote PAHSMA’s heritage conservation and tourism management practices domestically and internationally.

- Marketing
 - Proven expertise in creating and driving successful marketing strategy to improve commercial results by supporting a multi-faceted business.
 - Considerable experience in marketing and promotion of a tourism destination, preferably in the context of a regional community, including events management and use of digital and traditional media and marketing platforms
 - Be able to provide significant input to Marketing campaigns through evaluation, effectiveness measures and optimal use of Marketing Budgets
 - Demonstrated achievement in positively contributing to organisational fundraising strategies and goals.
- Tourism.
 - Provide input to Board and Executive Leadership teams via demonstrated experience in the Tourism sector
 - Direct experience in strategy, insight/research, network creation, implementation and measurement of Tourism initiatives
 - Considerable experience in the spectrum of Social media and Referral/Influencer models as it applies to Tourism ventures.
 - knowledge of and appreciation for the cultural heritage tourism industry